

## ORDER



KSDK

**Orders**  
**Order / Rev:** 722589  
**Alt Order #:** 06374990  
**Product Desc:** NIXON FOR GOVERNOR  
**Estimate:**  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/18/12 / 10/18/12  
**Order Type:** Political

**Primary AE:** Kristin Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Campaign Group  
**Buying Contact:**  
**Billing Contact:**  
 1600 Locust Street  
 Philadelphia, PA 19102

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Nixon, J / D/ Governor  
**Demographic:** A35+  
**Product Codes:** PL-Governor  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	89	\$97,025.00	\$82,471.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	89	\$97,025.00	\$82,471.25	0.00
<b>Totals</b>	<b>89</b>	<b>\$97,025.00</b>	<b>\$82,471.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/16/12	10/22/12	LN (M-Su) LN (M-Su)	CM	10-1035pm	MTWTF--	:30	2	\$2,250.00	P-2	0.00	NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--			2		\$2,250.00	0.00					
2	KSDK	10/16/12	10/22/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MTWTF--	:30	5	\$825.00	P-2	0.00	NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--			5		\$825.00	0.00					
3	KSDK	10/16/12	10/22/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	3	\$2,025.00	P-2	0.00	NM	3	\$6,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--			3		\$2,025.00	0.00					
4	KSDK	10/16/12	10/22/12	Tonight Show Tonight Show	CM	1035-1137p	MTWTF--	:30	5	\$675.00	P-2	0.00	NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--			5		\$675.00	0.00					
5	KSDK	10/16/12	10/22/12	Late Night Late Night w/Jimmy Fallon	CM	1135p-1235x	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--			5		\$225.00	0.00					
6	KSDK	10/20/12	10/20/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-			1		\$375.00	0.00					

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Advertiser: Nixon, J / D/ Governor  
 Product Desc: NIXON FOR GOVERNOR  
 Estimate: KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KSDK	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----S-		1			\$750.00	0.00					
8	KSDK	10/20/12	10/20/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----S-		1			\$750.00	0.00					
10	KSDK	10/20/12	10/20/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,050.00	P-2	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----S-		1			\$1,050.00	0.00					
11	KSDK	10/17/12	10/17/12	Wed Prime B Law & Order: SVU	CM	8-9P	--W----	:30	1	\$3,300.00	P-2	0.00	NM	1	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/15/12	10/21/12	--W----		1			\$3,300.00	0.00					
N12	KSDK	10/16/12	10/22/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	5	\$1,950.00	P-2	0.00	NM	6	\$9,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/16/12	10/22/12	MTWTF--		5			\$1,950.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	4	KSDK	10/16/12-10/22/12	630-7P Wheel See MG 12.6,12.7 [NA/Oversold, per AE]		630-7P	MTWThF----	:30	<del>(\$1,950.00)</del>	0.00	NM				
	6	KSDK	10/20/12-10/20/12	Saturday Night Live Ⓜ MG for 12.4 10/22 [n/a]		1030p-1205a	-----Sa--	:30	\$1,200.00	0.00	NM				
	7	KSDK	10/22/12-10/22/12	M-F 4P News Ⓜ MG for 12.4 10/22 [n/a]		4-430P	M-----	:30	\$750.00	0.00	NM				
13	KSDK	10/21/12	10/21/12	Football Night in America Football In America	CM	6-715p	-----S	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----S		1			\$2,250.00	0.00					
14	KSDK	10/21/12	10/21/12	NFL Regular Season Fo NFL Regular Season Football	CM	Various (7:15 PM-10:30 PM)	-----S	:30	1	\$6,750.00	P-2	0.00	NM	1	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----S		1			\$6,750.00	0.00					
15	KSDK	10/16/12	10/22/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	MTWTF--	:30	5	\$560.00	P-2	0.00	NM	5	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/16/12	10/22/12	MTWTF--		5			\$560.00	0.00					
16	KSDK	10/16/12	10/22/12	M-F Noon News Noon News	CM	12-1230p	MTWTF--	:30	5	\$525.00	P-2	0.00	NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/16/12	10/22/12	MTWTF--		5			\$525.00	0.00					
17	KSDK	10/16/12	10/22/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/16/12	10/22/12	MTWTF--		5			\$450.00	0.00					
18	KSDK	10/16/12	10/22/12	M-F 2-3p Dr. Oz	CM	2-3p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/16/12	10/22/12	MTWTF--		5			\$450.00	0.00					
19	KSDK	10/16/12	10/22/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	MTWTF--	:30	5	\$560.00	P-2	0.00	NM	5	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/16/12	10/22/12	MTWTF--		5			\$560.00	0.00					
20	KSDK	10/16/12	10/22/12		CM	4-430P	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4P News											
				News 5 at Four											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/16/12		10/16/12	10/22/12	MTWTF--	5		\$750.00		0.00						
21	KSDK	10/16/12	10/22/12	M-F 430-5p	CM	430-5p	MTWTF--	:30	5	\$825.00	P-2	0.00	NM	5	\$4,125.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/16/12		10/16/12	10/22/12	MTWTF--	5		\$825.00		0.00						
22	KSDK	10/16/12	10/22/12	M-F 5P News	CM	5-530P	MTWTF--	:30	2	\$1,875.00	P-2	0.00	NM	2	\$3,750.00
				News Channel 5 at 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/16/12		10/16/12	10/22/12	MTWTF--	2		\$1,875.00		0.00						
23	KSDK	10/20/12	10/20/12	630-7P Wheel Sat	CM	630-7P	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				630-7P Wheel of Fortune Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S-	1		\$600.00		0.00						
24	KSDK	10/20/12	10/20/12	Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Saturday Night Live											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S-	1		\$1,200.00		0.00						
25	KSDK	10/22/12	10/22/12	Mon Prime Other	CM	7-9p	M-----	:30	1	\$5,250.00	P-2	0.00	NM	1	\$5,250.00
				The Voice		(7:00 PM-9:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	M-----	1		\$5,250.00		0.00						
26	KSDK	10/16/12	10/22/12	M-F 6-7A	CM	6-7A	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
				6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/16/12		10/16/12	10/22/12	MTWTF--	5		\$900.00		0.00						
27	KSDK	10/17/12	10/17/12	Wed Prime C	CM	9-10P	--W----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
				Chicago Fire											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$2,400.00		0.00						
28	KSDK	10/16/12	10/22/12	M-F 5-6A	CM	5-6A	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
				5-6a		(5:00 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/16/12		10/16/12	10/22/12	MTWTF--	5		\$450.00		0.00						
29	KSDK	10/16/12	10/16/12	Tue Prime A	CM	7-8P	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
				The Voice		(7:00 PM-9:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-T-----	1		\$6,000.00		0.00						
30	KSDK	10/17/12	10/17/12	Wed Prime A	CM	7-8P	--W----	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
				Animal Practice/ Guys with Kids											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$1,350.00		0.00						
32	KSDK	10/18/12	10/18/12	Thu Prime B	CM	8-9P	---T---	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
				Office/ Parks & Rec											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	---T---	1		\$2,400.00		0.00						
33	KSDK	10/18/12	10/18/12	Thu Prime C	CM	9-10P	---T---	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
				Rock Center with BW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	---T---	1		\$2,100.00		0.00						
34	KSDK	10/21/12	10/21/12	Sun 9a	CM	9-10A	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
				Sun 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$450.00		0.00						
													Totals	89	\$97,025.00